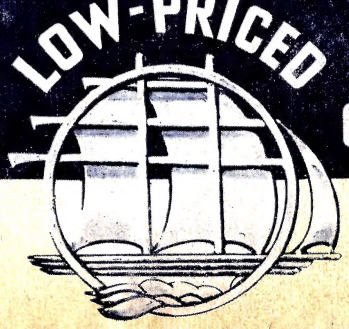
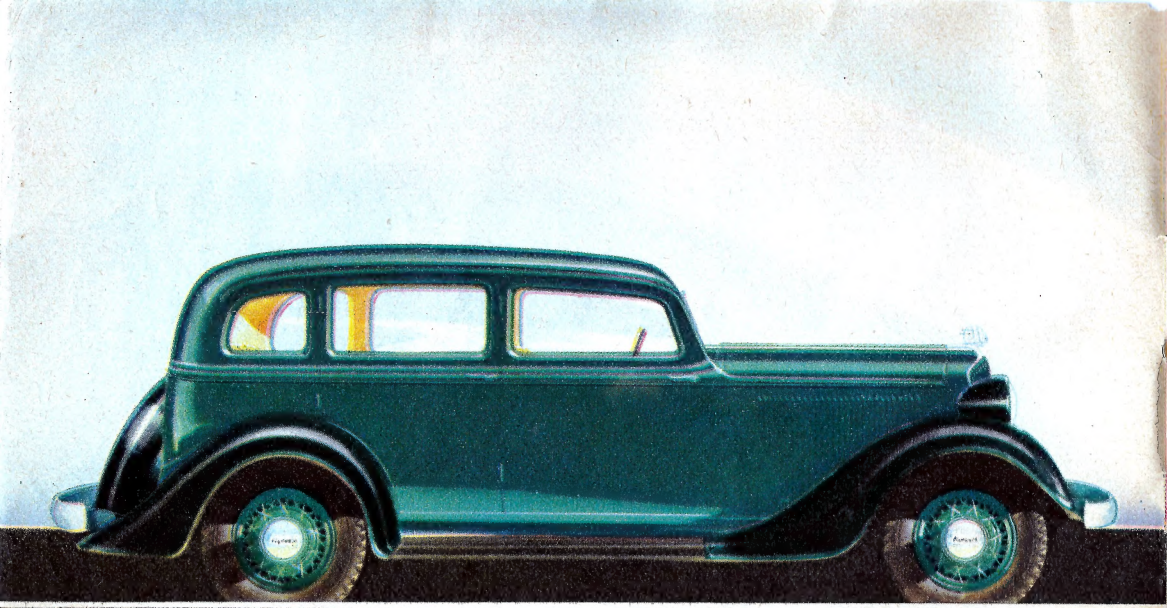
PLYMOUTH

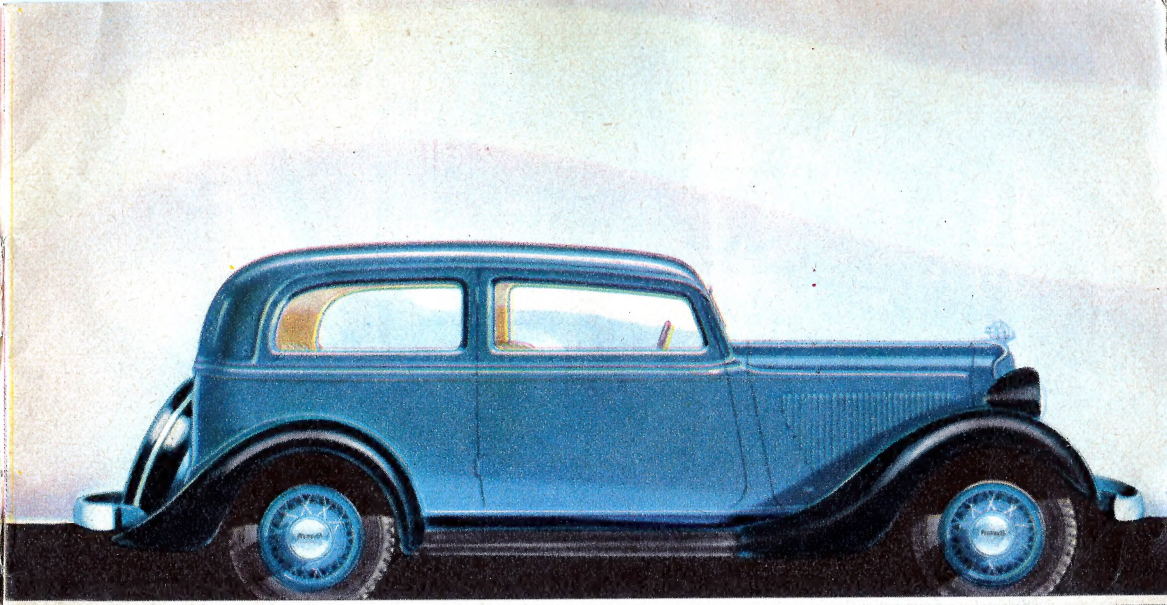
THE BEST ENGINEERED LOW-PRICED CAR





The Four-Door Sedan

NEW PLYMOUTH SIX



The Two-Door Sedan

NEW PLYMOUTH SIX

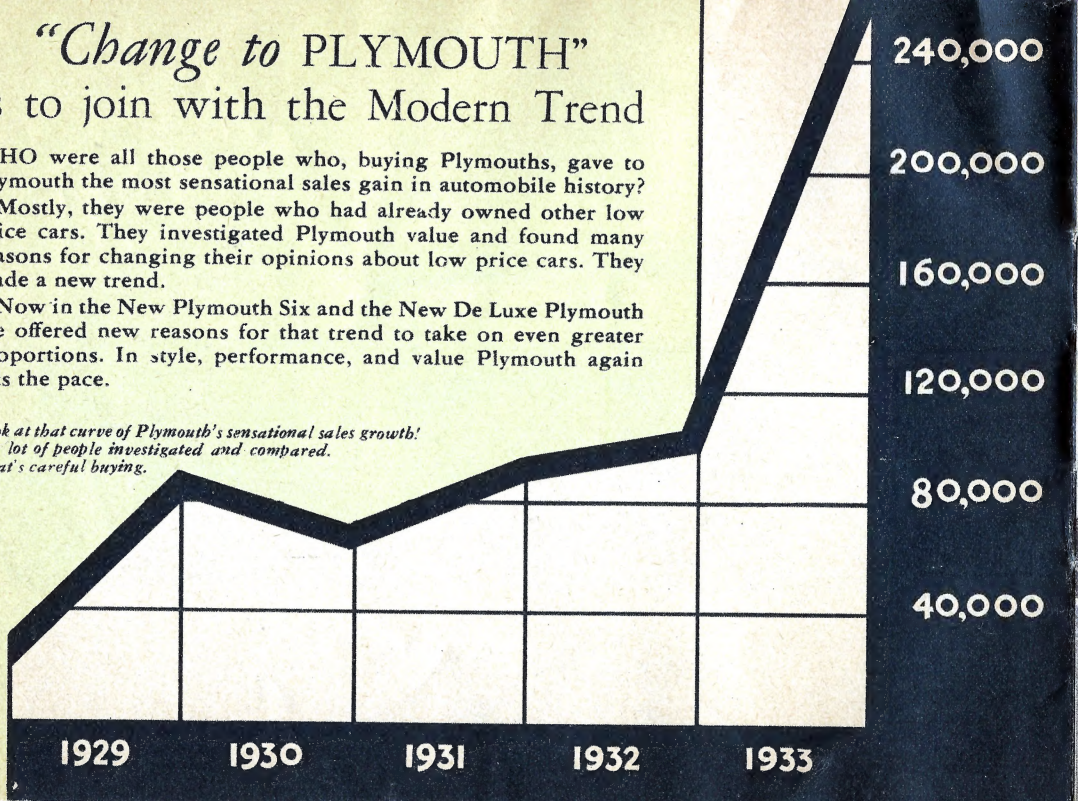
"Change to PLYMOUTH"
is to join with the Modern Trend

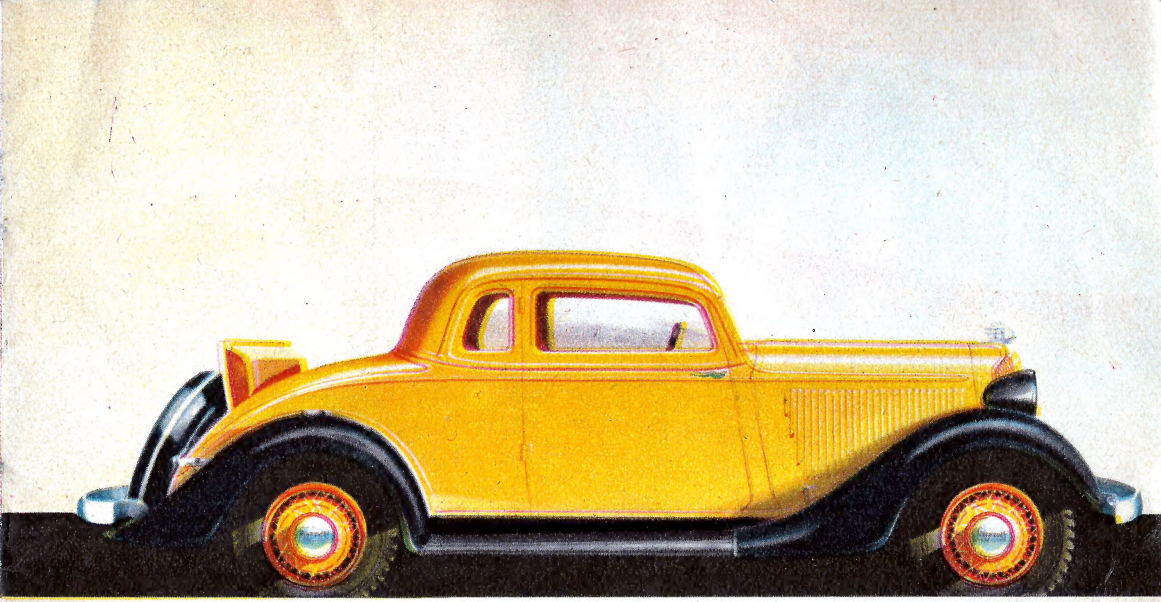
WHO were all those people who, buying Plymouths, gave to Plymouth the most sensational sales gain in automobile history?

Mostly, they were people who had already owned other low price cars. They investigated Plymouth value and found many reasons for changing their opinions about low price cars. They made a new trend.

Now in the New Plymouth Six and the New De Luxe Plymouth are offered new reasons for that trend to take on even greater proportions. In style, performance, and value Plymouth again sets the pace.

Look at that curve of Plymouth's sensational sales growth!
—a lot of people investigated and compared.
That's careful buying.





The Rumble Seat Coupe

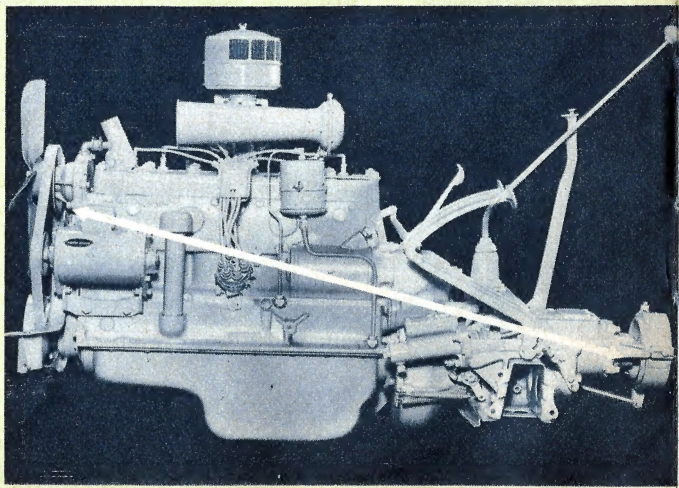
NEW PLYMOUTH SIX

Thousands have *Changed to* PLYMOUTH to get PATENTED FLOATING POWER

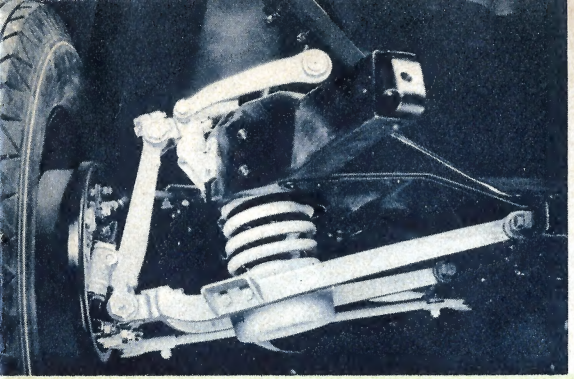
FLOATING POWER engine mountings, more than any one feature, placed Plymouth in the front rank of popularity—induced more people to change to Plymouth. It is patented. It continues to be the greatest ride feature of recent times.

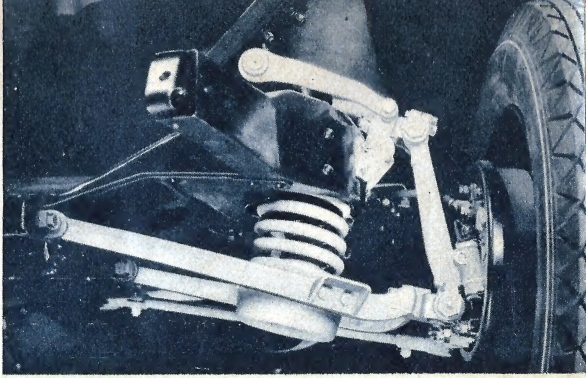
Floating Power engine mountings *eliminate engine vibrations!* Vibration is tiring. Salesmen who drive all day long report that driving a Plymouth rests them as they drive.

Now Plymouth presents a new 77 horsepower engine with Floating Power engine mountings. New speed, new power and the exclusive smoothness that makes Plymouth enthusiasts of all who experience it.



At right, the new 77-horsepower Plymouth engine. The arrow points to the locations of the two Floating Power engine mountings which suspend the engine in perfect balance





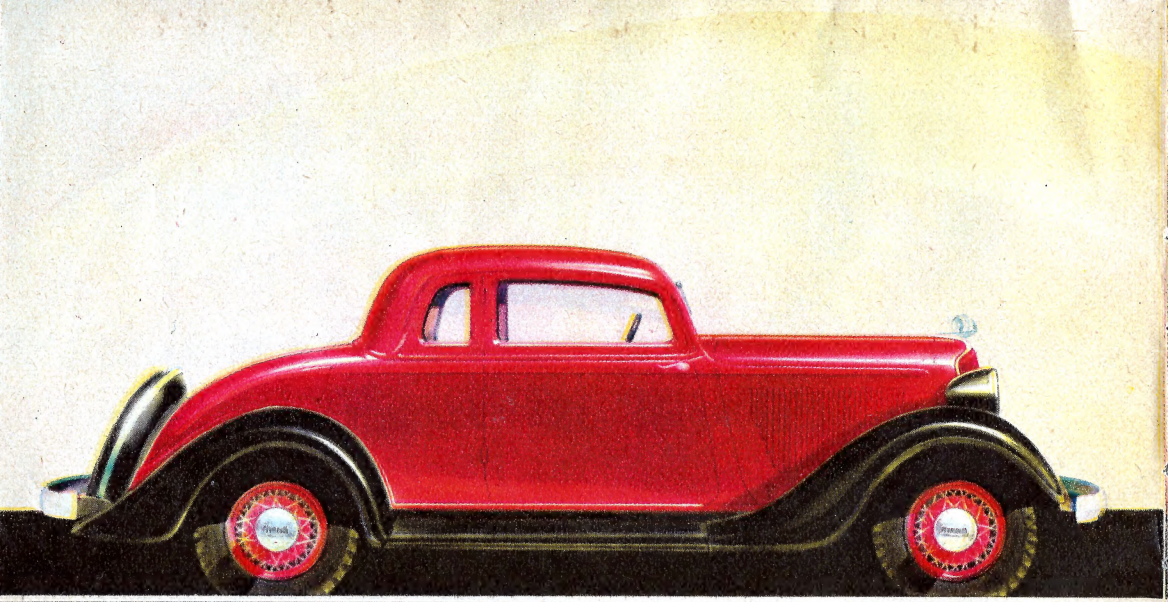
Individual WHEEL SPRINGING *Plus* CROSS STEERING
the other half of PLYMOUTH'S *1934 ride story*

PLYMOUTH presents Individual Front Wheel Springing and the end of *galloping!*—with Cross Steering and the end of steering wheel wiggles!

Each front wheel takes its own bumps. There is no axle to transmit road shock from one wheel to the other. Each front wheel has its own coiled spring. As the wheel meets a bump it rides over it without swaying the car. The new coil spring absorbs the shock.

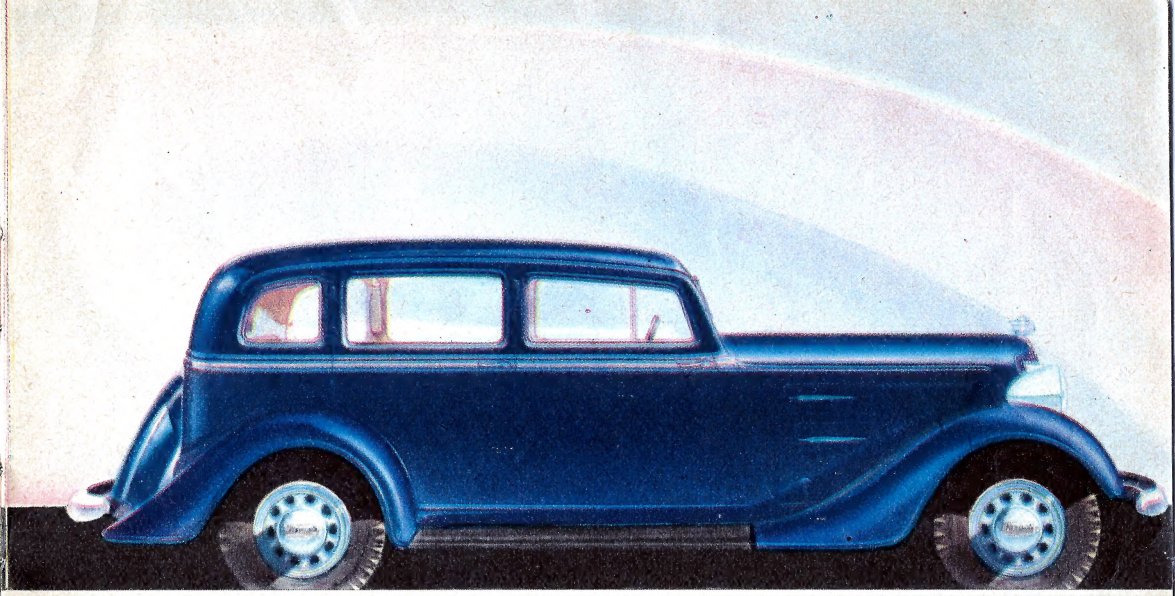
BUT—Individual Front Wheel Springing alone does not eliminate road fight at the steering wheel. And without proper engineering it can make steering over rough roads very uncomfortable. Plymouth provides *shockless* steering through its Cross Steering.

With its new Rigid-X frame, its perfect rear spring shackle action, and Individual Front Wheel Springing, your New Plymouth Six rides the roughest roads serenely.



The Business Coupe

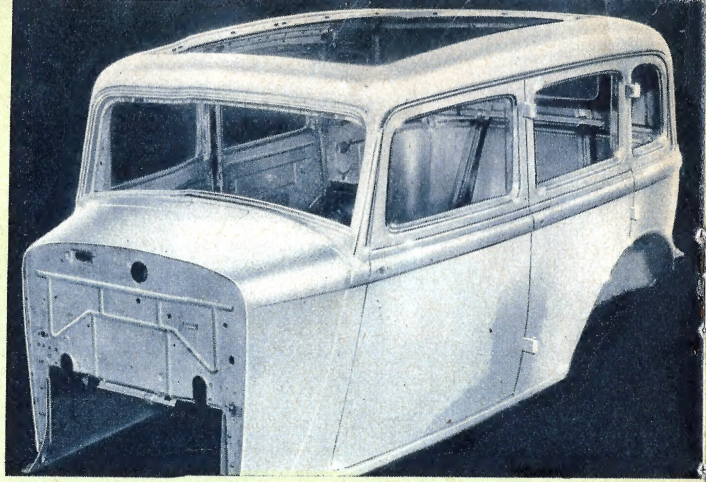
NEW PLYMOUTH SIX



The Four-Door Sedan

NEW DE LUXE PLYMOUTH

The *Modern* Way to Build for Safety



—with STEEL *reinforced by STEEL!*

THE outsides of all automobile bodies are steel. But a body is only as strong as its reinforcements. Plymouth bodies are built of steel reinforced with steel—for greatest strength without bulkiness, for long life, for permanent *safety*. This is the modern way!

Inquire carefully as to the body construction when you buy a car. Remember that not all bodies can be welded into a solid rigid unit as the Plymouth Safety-Steel body is.

Plymouth doors will not shrink or swell or sag. The body will not get out of line. It will not squeak or rattle or rumble. It may save you as much as twenty dollars a year in upkeep.

Question—which type of body would you feel *safest* in?

Two Million Owners Praise HYDRAULIC BRAKES

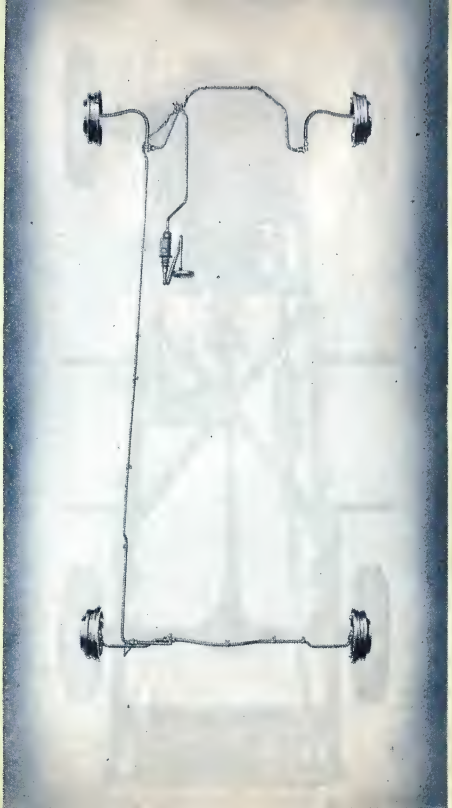
TEN years ago Hydraulic Brakes were first offered on automobiles. Five years ago Plymouth introduced them in the low price car field. Still Plymouth is the only low price car offering this superior type of brake equipment.

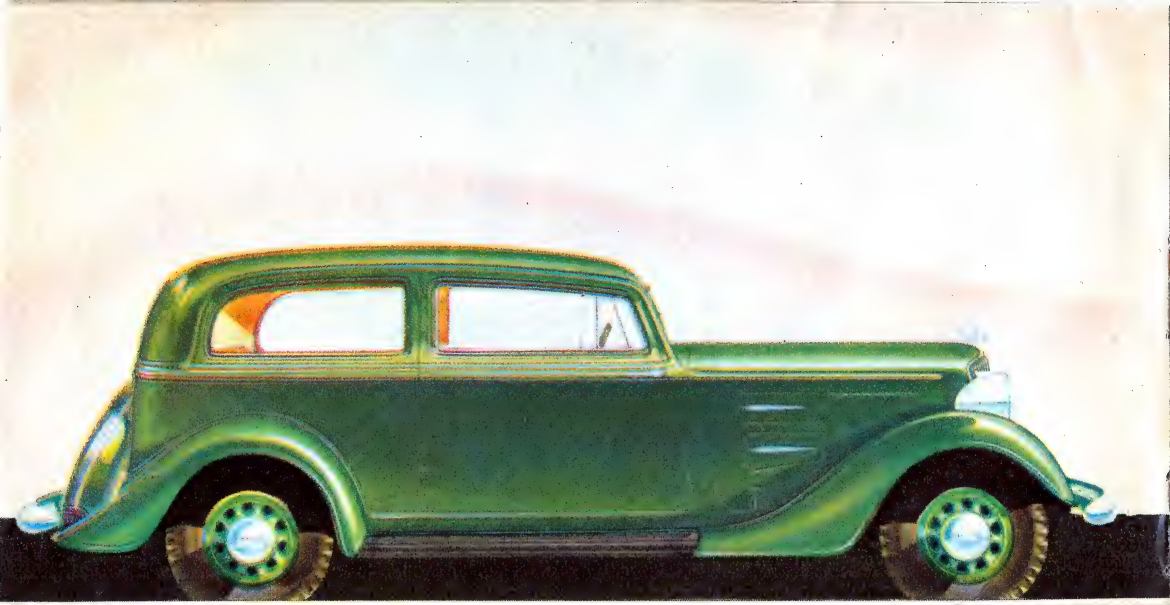
There is but one criticism that engineers have ever made against Hydraulic Brakes—they cost more. But today, over two million people will tell you they are worth more.

They are the simplest brakes. They are self-equalizing. Look at the picture—a piston at the brake pedal and some thick tubing running to the wheels. Pressure on the pedal is transmitted equally to all four wheels. No rods, joints or toggles to get out of order or require lubricating.

Road speeds are faster today. Brakes should be better. Plymouth owners will tell you that Hydraulic Brakes are by far the most satisfactory brakes—

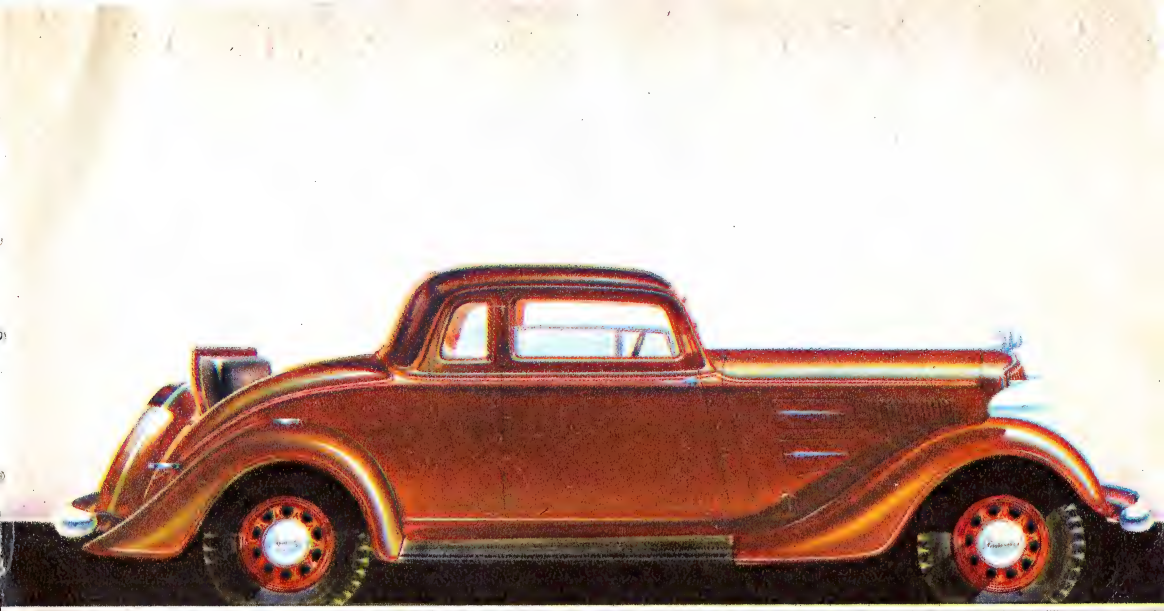
for their SIMPLICITY
ECONOMY
GREATER SAFETY





The Two-Door Sedan

NEW DE LUXE PLYMOUTH



The Rumble-Seat Coupe

NEW DE LUXE PLYMOUTH

NEW PLYMOUTH SIX — *Detailed Information*

AXLE, Front—None, see INDIVIDUAL FRONT WHEEL SPRINGING.

AXLE, Rear—Gear ratio 4.11 to 1. Semi-floating with one-piece two-pinion differential mounted on tapered roller bearings. One-piece forging drive pinion and shaft mounted on two tapered roller bearings. Chrome-molybdenum axle shafts with two tapered roller bearings at each outer end. All tapered roller bearings are fully adjustable.

BODIES—"Safety-Steel," braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness.

BRAKES, Service—Plymouth hydraulic, internal-expanding with molded, non-burning brake shoe facings, 1½" wide. Brake drums, 10" in diameter.

BRAKES, Parking—Independent in operation, 6" drum at rear of transmission. 2" external-contracting brake band. Equalized through differential gears.

CARBURETOR—Downdraft, equipped with combination air cleaner and intake silencer. Throttle connected with starter pedal for quick starting. Acceleration pump. Interconnected choke and throttle.

CLUTCH—Single dry-plate type. 9" driven disc with torsion springs around hub for absorbing shock of starting. Ball bearing clutch release.

COOLING SYSTEM—Water capacity 3¼ gallons. Self-adjusting water pump packing seal. Circulation controlled by special by-pass thermostat, an unusual construction which circulates water in cylinder block alone during warming up period. Cellular radiator core cooled by 4-blade (staggered) 18" fan driven by endless V belt.

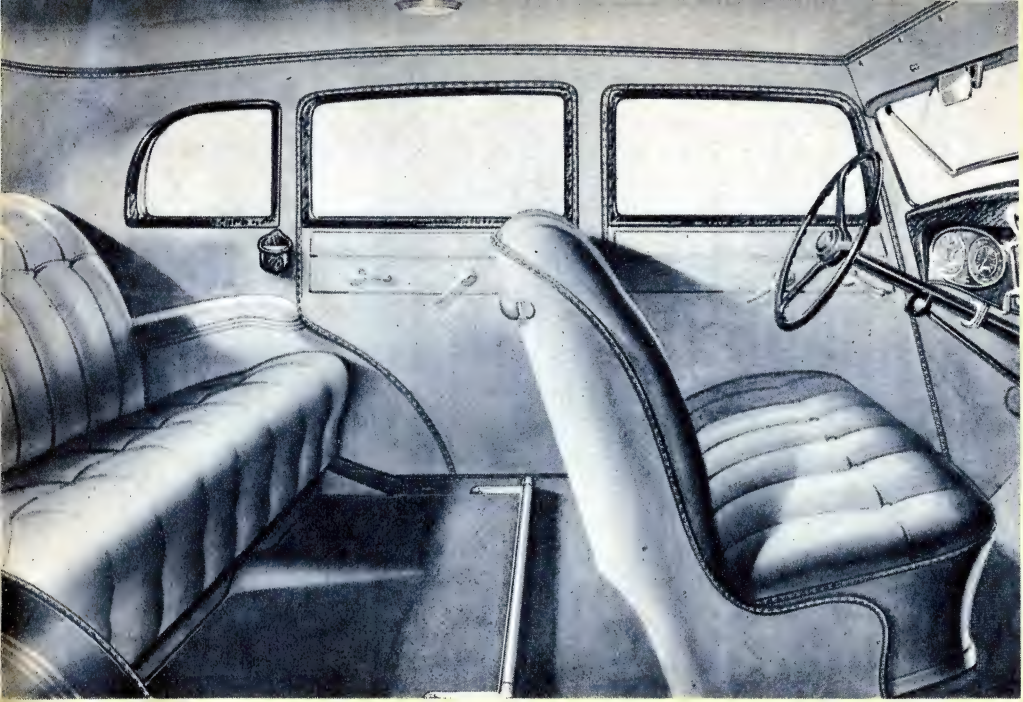
ENGINE—L-head type. Bore, 3 1/8"; stroke, 4 3/8"; displacement, 201.3 cubic inches; S. A. E. horsepower, 23.44; developed horsepower, 77 with standard compression head and 82 with aluminum head. Full force-feed lubrication by positive gear pump to all crankshaft, camshaft, connecting rod bearings and timing chain. Spray from metered hole in each connecting rod lubricates cylinders and valve mechanism. Oil capacity, 5 quarts. Crankcase ventilation with air cleaner. Oil filter. Four-bearing counterweighted crankshaft. All crankshaft and connecting rod bearings steel-backed interchangeable precision type. New T-slot aluminum alloy pistons with 4 piston rings. Alloy valve seat inserts. Engine suspended in Floating Power rubber engine mountings.

ELECTRICAL SYSTEM—Battery, 6-volt, 84-ampere capacity. Generator driven by fan belt and pivoted for belt adjustment. Starting motor pinion mechanically engaged with flywheel ring gear before revolving. Distributor advance fully automatic. 14 mm. spark plugs; all cables heat-proof and waterproof. Coil mounted in well-protected location on dash with armored theftproof cable leading to lock on instrument board. Illuminated ignition keyhole.

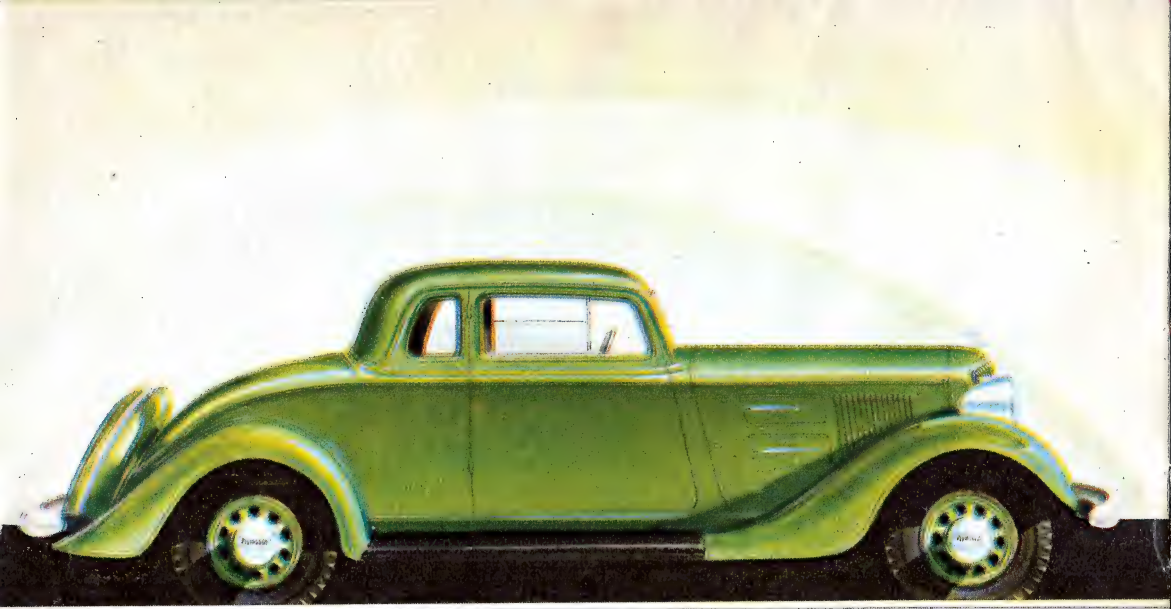
FRAME—Rigid-X double-drop with box section channels for still greater strength.

INDIVIDUAL FRONT WHEEL SPRINGING—Each front wheel is free to move independently of the other. A coil spring of special steel alloy cushions the shock of uneven

Specifications continued on third following page



Luxurious Interior • NEW PLYMOUTH SIX



The Business Coupe

NEW DE LUXE PLYMOUTH

NEW PLYMOUTH SIX — *Detailed Information*

(Continued from third page preceding)

roads at each front wheel. Double acting shock absorbers control the spring action. Pivot points in assembly move on free acting threaded bearings which require no adjustment and are permanently quiet.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump, mounted at right side of engine, driven from camshaft. Fuel filter. Fuel tank mounted at rear of frame; capacity, 11 gallons.

OVER-ALL LENGTH—With bumpers, Sedan 180".

SPRINGS—Rear springs semi-elliptic; width 1½"; length 53½"; Silent-U shackles and rubber-cored shackles. Front springs coil type with individual wheel springing.

STEERING GEAR—Cross-steering design to eliminate road shock. Steering gear semi-irreversible type. Friction reduced by tapered roller bearings plus a roller mounted on straight roller bearing. Roller shaft on Oilite bushings. Steering gear ratio 18.2 to 1.

TRANSMISSION—All-Silent easy-shift with helical gears throughout. 5 ball and roller bearings in transmission.

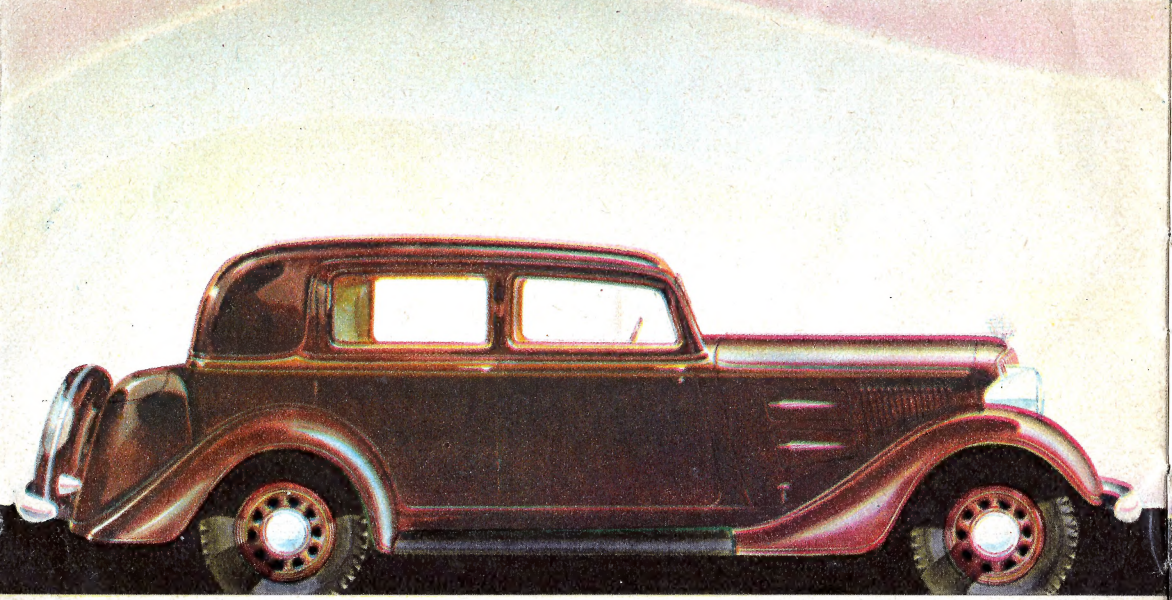
WHEELS, TIRES—Five wire wheels with spare mounted rear. Balloon cord non-skid tires 5.25/17. Airwheels with wire or steel artillery wheels optional at slight extra cost.

INSTRUMENTS AND EQUIPMENT—Hydraulic shock absorbers on all springs. Instrument panel includes speedometer, ammeter, oil pressure gauge, electrical gasoline gauge, water temperature indicator, ignition lock switch, light switch, choke and throttle control buttons. Horn button at center of steering wheel. Equipment includes cowl ventilator, automatic windshield cleaner, non-glare rear vision mirror, adjustable horn, stop light with glow lens. Full set of tools on all models.

NOTE—All specifications subject to change without notice.

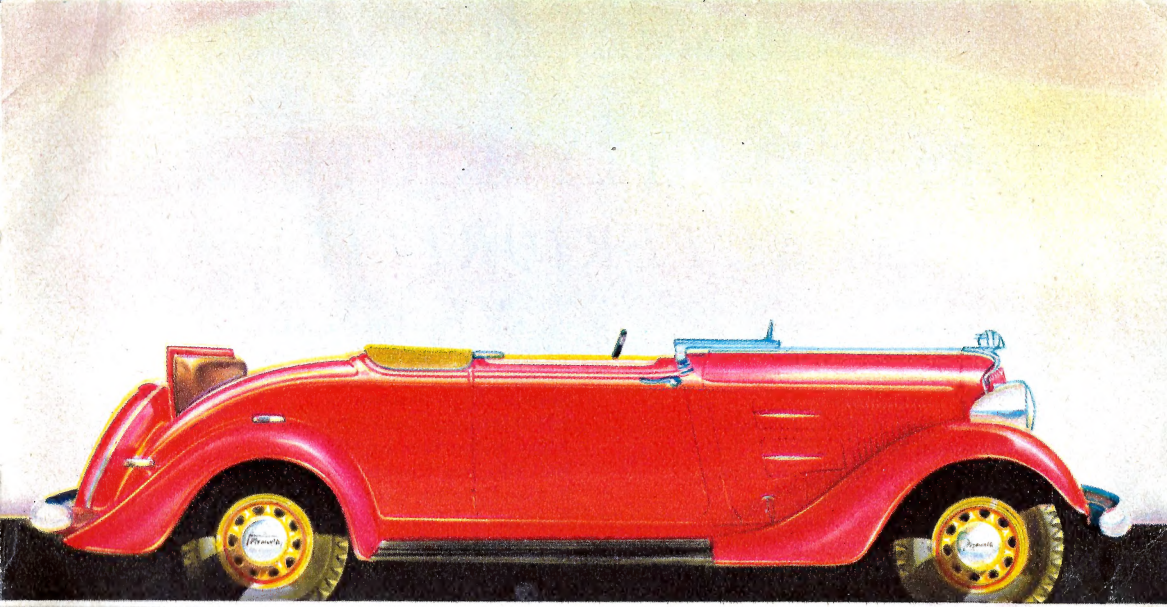
10 SPECIAL FEATURES
OF THE
DE LUXE PLYMOUTH SIX

Perfected Ventilation
114-Inch Wheelbase
Automatic Manifold Heat Control
Oilite Springs—Rear
Wider Centrifuse Brake Drums
Free Wheeling
Built-In Radio Antenna
Duplate Safety Plate Glass Windshield and Window Ventilators
Steel Artillery Wheels
Airwheel Tires



The Town Sedan

NEW DE LUXE PLYMOUTH



The Convertible Coupe

NEW DE LUXE PLYMOUTH

THE NEW PLYMOUTH SIX

28 SUPERIORITIES

Floating Power
77 Horsepower
Safety-Steel Bodies
Hydraulic Brakes
All-Silent Transmission
T-Slot Aluminum Alloy Pistons
Full-Pressure Lubrication
Individual Front Wheel Springing
Rubber Core Shackles
Silent-U Spring Shackles
Shockless Cross Steering
Air Cleaner and Intake Silencer
Hand Brake on Transmission
Hydraulic Shock Absorbers
Rigid-X Double-Drop Frame
Oil Filter
Precision-Type Removable Connecting Rod and Main Bearings
Complete Crankcase Ventilation
Manual Type Starter
Silent Timing Gear Chain
Alloy Valve Seat Inserts
Ball Bearing Clutch Release
Roller Bearing Universal Joints
Bonderized Fenders and Sheet Metal Parts
Custom Built Radio (at extra cost)
30 Anti-Friction Ball or Roller Bearings
New Thermostatic Water Circulation Control
Automatically Sealed Water Pump